

Grand Organ, 9, 11 and 4:50
Chimes at Stroke of Noon

WANAMAKER'S

Store Opens 9 A. M.

WANAMAKER'S

Store Closes 5 P. M.

WANAMAKER'S

WEATHER
Fair

The Wanamaker Great February Furniture Sale Is the Talk and the Pride of the Town

To Make Shopping Easy

Instead of hard work, as many consider it, is the constant study of this Store.

The building was specially constructed for safety, convenience and healthfulness.

This page of announcements, which this "piece of the corner" leads, is intended to get the Store to stand up squarely before the public, just as it really is.

No advertising is permitted that can mislead purchasers.

Each morning's communications to the people are mainly about fresh merchandise, and therefore well worth reading.

The large daily outflow of goods, and the carefully moderated prices, keep up the large sales and thereby the pipes are flushed and clean, requiring the perpetual inflow of fresh goods, therefore the people can buy with confidence.

There is a constant and strict supervision of qualities by competent experts, and likewise of the prices, watching all the time to protect our customers, whom we desire to retain and increase.

We search every part of the United States, and go everywhere over the open world to purchase reliable merchandise, buying in large quantities and paying quick cash in order to make the lowest prices possible to our greatly valued customers.

[Signed] *John Wanamaker*

Jan. 29, 1919.

Georgette and Other Afternoon Frocks for Women

Those of Georgette crepe are apt to depend on self-tucks and embroidered girdles or tucks outlined by big jet beads for their trimming. Also they are apt to have transparent sleeves and to be in bright colors, though a few are the conservative navy and black.

Those of satin and charmeuse are usually dark, and some of these have transparent sleeves.

The prices are reasonable as prices go these days—\$25 to \$38.50.

(First Floor, Central)

New Afternoon Dresses for Young Women

People are beginning to ask for new things—and particularly, just now we have quite an assortment of new lovely things of soft crepes and silks in early Spring shades.

As are often draped, lines are frequently straight, you'll see many jacket effects and tunics aplenty. There are plenty of girdles and sashes, necks are round and square, dresses are lined and braided and embroidered.

Spring foulards, silk tricolette, crepe de chine, taffeta and satin are the silks most used, and there are light shades for afternoon wear as well as dark colors for street use.

\$27.50, \$38.50 to \$45—14 to 20 year sizes.

(Second Floor, Chestnut)

Corduroy Wrappers in Lovely Colors for Girls

There is a blue shade that is just the color of the sky on a sunny day and another shade that is just a bit deeper than shell pink. They are simply made, with square collars and belts, and are silk lined.

Other kimono and bathrobe, of flannel, blanket materials and light silk, are in many styles and light colors, usually in sizes from 16 to 18 years, and at \$5 to \$12.50 each.

(Third Floor, Chestnut)

"Horizon Blue" the Newest Color in Waists

The color that France uses for the uniform of her "poilu" and that women have taken it upon themselves to wear because it is so lovely.

Two new Georgette crepe blouses show "horizon blue"—one is entirely of this color, with a pleated frill down the front, and the other is of beige, embroidered and piped with "horizon blue."

Both styles are priced \$5.50, and the first one comes in white and flesh color also.

(Third Floor, Central)

PLEASE take notice that a good many good things are still to be had in the Sale of White, which ends with the end of January.

(Third Floor, Central)

Undermuslin Materials

Handkerchiefs, 38 to 45 inches, and \$4.25 for 10-yard pieces, and \$4.25 for 10-yard pieces, and \$4.25 for 10-yard pieces.

(First Floor, Chestnut)

Letitia Corsets for Less

Several styles of the cleverly cut little Letitia corsets in pink and white materials, but the sizes are broken and prices are reduced to \$2, \$2.50 and \$3.50—something like half of regular.

(Third Floor, Chestnut)

The Right Way to Buy—

2. Gloves

Whoever started the saying that a small hand is a sign of good birth would have an unhappy time if some gloves could get their big hands on him.

A great many women make the same mistake in buying gloves—that they do in buying shoes—get them too small.

The result is that when they close their hands their knuckles strain the gloves at a point where the knuckles are not supposed to come, and the stitching cuts through the skin of the gloves. The hand is always larger when closed or when one is carrying something.

It seems odd that some people cannot see that a tight glove makes the hand appear larger than a correctly fitting glove. Just as a person looks larger in a coat or suit that is straiter in the shoulders than in a well-fitting garment.

A glove that is somewhat full looks better when it becomes set to the hand than a tight glove.

Gloves Shrink When Cleaned

White kidskin gloves in particular should be bought large, for each time they are cleaned they shrink to some extent. If you buy them small in the first place you may not be able to get into them at all after they have been cleaned. Yet white kid gloves of the proper size will give excellent service.

In buying gloves it is important to bear in mind the use you expect to put them to. Don't wear fine gloves while driving an automobile.

It is difficult to understand the demand among women for suede gloves. Suede gloves are smarter for street wear, anyway, and are preferred by women of fashion, but a great many others insist on suede.

Suede gloves are not durable. We have plenty of suede gloves, but will not recommend them for wear. Much of their strength is lost when the grained surface is removed to give them the smooth appearance and thinness which some people like. A pair of moiré gloves will outwear two or three pair of suede.

Few men care about tight or light-weight gloves any more, but those few we would advise trying moiré gloves the next time they buy a pair.

Besides being better looking and more comfortable, an easy-fitting glove is warmer in cold weather and cooler in warm weather.

New Gloves Will Freshen Up Her Costume

Soft fine French kidskin gloves in brown and tan shades, with two clasp fastenings and pique sewn, \$2.75 a pair.

Washable capeskin gloves, in tan, mode or oyster white, one clasp, \$2.50 a pair.

And it is at this "between" time of the seasons that a woman will specially appreciate dainty new accessories and such gloves as these.

(Main Floor, Central)

Inexpensive Silk Handbags of Uncommon Charm

Long, deep pouch shape with graceful lines that give a decidedly Springlike effect.

Colors are black, navy, gray, brown and purple, and each bag is ornamented with a tassel. Price \$3.50.

(Main Floor, Chestnut)

Finely Embroidered Nightgowns

Quite the prettiest yet that have come from the Philippines. Even those at \$3.85 have some handwork on sleeves as well as fronts, and as prices go up to \$9.50 the work becomes richer and more elaborate. Nothing could be prettier than the style with a little yoke and sleeves which are mere broad straps, or the Empire style with colada work.

(Third Floor, Central)

50 Plaid and Striped Skirts Special at \$16.75

If you count up the cost of the good materials in these skirts you will find that there is little left for the tailoring, and the tailoring is of the best.

Some are pretty dark-colored plaid worsteds, box pleated and stitched over the hips.

Some are gray and white striped all-wool flannels, pleated. Also there are lovely black-and-white plaid serges, box pleated, with a line of heliotrope running through the plaid. These last two groups are particularly nice for Southern wear.

(First Floor, Central)

TO SAY that this is a furniture stock without a rival in this vicinity is to give it very faint praise indeed.

That there is another such display of cabinet work in the world at retail is doubtful.

It is one of the sights of Philadelphia just now—a sight which nobody with anything resembling a home interest will want to miss.

Not only are the finest types of cabinet work made in America to be found here,

but they will be found here in variety that is simply incomparable.

Every kind of furniture that anybody who wants to have a good home can desire is here in a choice that makes it practically impossible for one not to find the kind of furniture one wants.

Good furniture does not necessarily mean costly furniture.

In this sale it means such a showing of low and medium priced furniture as has never before been seen in Philadelphia.

Tomorrow is the Second Day of Inspection

It also means the most extensive collection of high-class furniture under one roof at retail in this country, including scores of pieces and suits of rare individual charm.

By our own count the number of sample pieces comes roughly to more than 16,000. That is more than we have ever hitherto had on these floors. We have more than twice sixteen thousand pieces in reserve.

The privilege is yours to inspect these stocks tomorrow and to make selections in advance, all such



transactions to date from Saturday, February 1. It is a privi-

lege worth coming many miles to take advantage of.

The February Sale of Oriental Rugs an Event of Beauty and Advantage

TO anybody who cares for harmonies and happy contrasts of color—and who is it that does not?—this is a place of many delights.

To anybody who would like to own a reliable Oriental rug at a real advantage in price—and who is it that does not?—it is a place of many opportunities.

The new purchases secured for this sale have brought a fine choice of Serapi and

Mahal carpets and a notable lot of smaller rugs.

The pieces put into the sale from our regular stock at reduced prices make the choice doubly attractive.

Chinese carpets and smaller Chinese pieces are an important item. In these the assortment of typically Chinese colors is fine and fascinating. The carpets range from \$287 for size 9 x 12 approximately up to \$487 for a Chi-

nese piece, size 13.8x 11.1 ft. Small Chinese rugs are priced at \$11.75 for mats up to \$65 for pieces 4x7 ft.

Mahal carpets are now \$147 for 9x7.2 ft. and go up to \$295 for size 12x8.9 ft.

Mosul, Kazaks and Guindjes are \$33 to \$85 and Beluchistans \$15.75 to \$35.

Advance selections may be made in this Sale tomorrow, as in the February Furniture Sale, all purchases to date from Saturday, Feb. 1.

The Part of the Wilton Rugs in the Great Sale

is very much more important than this brief notice can tell.

These are all fine rugs of known and dependable weaves and an opportunity to procure them at a fourth to a third less than regular prices is an event. We don't know where else you can get these rugs at a reduction. All purchases will date from February 1.

9 x 12 ft., \$37.50, \$69.50, \$74.50 and \$79.50.
8.3 x 10.6 ft., \$55, \$67.50, \$72.50 and \$77.50.
36 x 63 in., \$14.75.
27 x 54 in., \$8.75.

(Seventh Floor, Chestnut)

20 of Our Reliable Refrigerators Take a 25 Per Cent Reduction

These are samples that have served as show pieces on our Floors, and we desire to let them go. We have, therefore, reduced their price 25 per cent and are likely to part company with them at once.

Please note that none of them have suffered the slightest injury, except in the way of some case blemishes.

Ice Capacity	Lining	Price	Ice Capacity	Lining	Price	Ice Capacity	Lining	Price
135 lbs.	Galvanized	\$23.50	70 lbs.	Stone	\$47.50	220 lbs.	Porcelain	\$80
135 lbs.	Galvanized	15.75	100 lbs.	Stone	64	80 lbs.	White Enamel	23.50
55 lbs.	Galvanized	15.75	150 lbs.	White Enamel	40.50	100 lbs.	Galvanized	18.75
30 lbs.	White Enamel	12.75	50 lbs.	White Enamel	25	110 lbs.	Stone	41
135 lbs.	White Enamel	26	100 lbs.	Porcelain	40.50	80 lbs.	Stone	32.75
110 lbs.	Porcelain	38.25	110 lbs.	Porcelain	35.50	110 lbs.	Porcelain	45
135 lbs.	Stone	45	300 lbs.	Porcelain	72	110 lbs.	Porcelain	44

(Fourth Floor, Central)

Mattresses and Bedding in the February Sale

All purchases will date from Saturday, February 1.

This is our regular, long-established bedding sale—always held in connection with the half-yearly Furniture Sale—and it brings a full choice of all our assortments of mattresses, pillows, bolsters and bed springs at reductions from our regular prices.

(Sixth Floor, Chestnut)

"HAVE you tried at Wanamaker's?" A visitor to Philadelphia made the remark that she was constantly asked this question whenever she failed to find what she wanted at other stores.

The Sale of Silks Next Saturday, February 1

will explain the reason for this faith in Wanamaker's having everything.

We can only say that the more we open up the silks for this Sale the better we like them. They are really wonderful silks, and the prices are more wonderful still.

Chinese Teakwood Furniture at February Prices

All the pieces in the Oriental Store—about twenty or thereabouts—are reduced, being now 10 to 15 per cent less than regular. They consist of council tables, settees and chairs.

Also a few pieces of lacquered furniture have had the same reduction made on them.

(Fourth Floor, Chestnut)

Fifty People Wouldn't Be Likely to Want Different Tapestries

But if they did they could find them in the Upholstery Store.

Whether it is because tapestry wears so well or because it goes with everything, a great many people are having their furniture covered or re-covered with this material.

Cotton tapestry from \$2.50 to \$8.75 a yard.

Wool tapestry, \$8 to \$13.50 a yard.

In both cases many prices come in between.

Our upholstery work is done thoroughly and well, and that is the only kind that pays in the long run.

(Fifth Floor, Market)

Be Ready With the Flags When the Boys Come Home

We have American flags of best quality in all sizes and can supply you with them and all the necessary fittings at once.

"Welcome Home" Banners

to be displayed with the flags. Let the boys know you are glad to see them when they come back.

12 x 13½ inches, 25c.
16 x 24 inches, 50c.
4 x 5 feet, \$2.

(Seventh Floor, Market)

In the Little House

Three of the most unusual and decorative sofas imaginable may be seen here.

One reproduction, which might be called pre-Chippendale in type, is made with such skill and covered with needlework of so much character and quality that it looks altogether a genuine antique.

Another with a higher back and loose cushions has a covering of needlework charmingly wrought with a freely running design of gay birds on a ground of beautiful yellow. The lower frame—of the florid Jacobean type—is finished in antique silver, the wood showing through its worn surface.

The third sofa, much simpler, is of the late Georgian style. It is longer than the others, with a pretty reminiscence of our own Colonial in its curves, and the covering is of a creamy chintz with crevel embroidery copied from certain bedspreads and hangings in the Victoria and Albert Museum in Kensington.

It should be added that, being perfectly proportioned, all these sofas are extraordinarily comfortable to sit on!

(Fifth Floor, Chestnut)

Men's Shoes Special at \$5.90—Good Black Business Shoes

One straight lace shoe of dull black calfskin on narrow toe English last.

One blucher lace shoe of dull black calfskin with medium wide toe.

Both from one of our good factories and both much under regular price. Men needing good-looking new shoes for business or street wear should see them.

(Main Floor, Market)